

SYSTEM AND METHOD FOR FACILITATING INTERACTION BETWEEN CONSUMER AND MERCHANT

Abstract

An automated method and system is provided for facilitating interaction between a consumer and a merchant using a strong security framework. An offer describing a product and a predetermined means for acceptance is presented via a display. Once the offer has been presented, if the consumer accepts, the system performs various authentications, then facilitates receipt of the acceptance. The system then combines the acceptance data with identification and payment information, and transmits the relevant information to the merchant. Optionally, the system may customize the content or the presentation of the offer based on information about the targeted consumer.